

**TABLE 1**  
**ALBERTANS' BROAD VIEWS ON THE GOALS OF NATIONAL PARKS**  
**- JULY 2000 -**

*"Many people have different views on how our National Parks should be used. For example...*

- *Some/other people say that National Parks are about tourism and recreation. The number one priority for the Parks should be showcasing the beautiful scenery in the Parks and promoting tourism activities, now and in the future.*
- *Some/other people say that National Parks are about protection. The number one priority for the Parks should be conservation and preservation of the natural environment for future generations to see and enjoy*

*Which of these two broad views best represents your own feelings on this issue?"*

		REGION				
	Total	Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta
Base: All Respondents	(802) %	(253) %	(278) %	(106) %	(81) %	(84) %
National Parks are about protection	65	61	69	65	71	57
National Parks are about tourism & recreation	22	26	18	15	17	33
(Both)	13	12	12	18	12	10
(Unsure)	--	1	--	1	--	--

**TABLE 2**  
**RELATIVE IMPORTANCE OF ACTIVITIES AVAILABLE AT NATIONAL PARKS**  
**- JULY 2000 -**

*"I'm going to read you a list of different activities. Based on your feelings, please tell me how important it is that National Parks offer these activities to people. Would you say it is Very important, Somewhat important, Not very important or Not at all important that National Parks offer the opportunity to...?"*

		REGION				
	Total	Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta
Base: All Respondents	(802)	(253)	(278)	(106)	(81)	(84)
<b>% SAYING VERY IMPORTANT</b>	%	%	%	%	%	%
See protected wilderness	77	76	77	85	75	76
Learn more about the environment	77	80	77	78	69	66
See wildlife	75	75	77	75	73	75
Hike on trails	68	69	69	72	63	62
Camp outdoors	67	64	69	76	66	66
Cross-country ski	35	39	33	43	34	20
Down-hill ski	32	32	32	42	26	20
Stay in a cabin	29	27	32	34	26	19
Stay in a hotel	25	24	30	24	19	19
Golf	15	15	16	10	11	21
Shop at gift stores	10	9	13	12	8	7

**TABLE 3**  
**ALBERTANS' VIEW ON LEVEL OF SKI-HILL DEVELOPMENT IN BANFF**  
**- JULY 2000 -**

*"Now I would like you to think specifically about ski hill facilities in Banff National Park. Based upon your experience or what you've seen, heard or read, do you personally feel there is too much, too little or about the right amount of ski hill development in Banff National Park right now?"*

		REGION				
	Total	Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta
Base: All Respondents	(802)	(253)	(278)	(106)	(81)	(84)
	%	%	%	%	%	%
Too much	21	17	24	16	31	22
About the right amount	66	69	63	72	57	67
Too little	6	9	5	3	2	9
(Unsure)	7	5	8	8	10	2

**TABLE 4**  
**ALBERTANS' VISITATION AT NATIONAL PARKS IN THE PROVINCE**  
**- JULY 2000 -**

*"Which of the following statements best describes your visitation at National Parks in Alberta – with the five National Parks in Alberta being Jasper, Banff, Wood Buffalo Elk Island and Waterton?"*

		REGION				
	Total	Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta
Base: All Respondents	(802) %	(253) %	(278) %	(106) %	(81) %	(84) %
Never visited a National Park in Alberta	3	2	3	7	1	3
Visited a National Park within past month	23	31	19	19	14	20
Visited a National Park within the past year	37	38	39	30	40	32
Visited a National Park within past 2 years	13	10	13	13	17	16
Visited a National Park but not within past 2 years	25	19	25	31	28	29